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Editorial salary survey page 103

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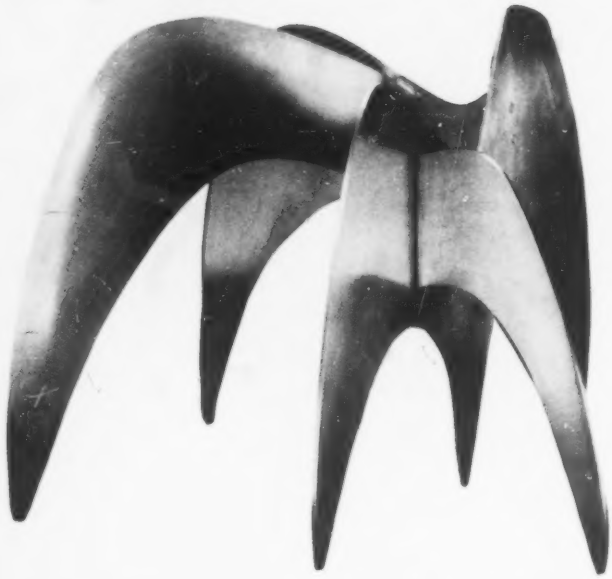
AUGUST 1988 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.00



National Magazine Awards: What makes a winner?

Why were these 14 winners selected from among 1,250 entries? Judges for this year's National Magazine Awards for editorial excellence share their opinions. Entrants were evaluated on the basis of consistent superior performance in carrying out editorial objectives; innovative editorial techniques; journalistic enterprise; and compatibility and vigor in layout and design. **85**

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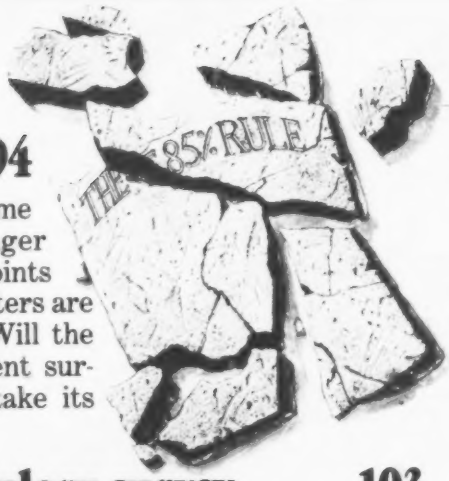

The "rules" for net name agreements are no longer carved in stone; viewpoints are changing and dissenters are becoming more vocal. Will the 85% net name agreement survive 1988? What will take its place?

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FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT, incorporating Better Editing Magazine, is published 12 times per year. In addition to 12 regular monthly issues, the following special issue is published: FOLIO: Source Book (published in the spring).

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FOLIO: THE MAGAZINE FOR MAGAZINE MANAGEMENT is published by Hanson Publishing Group, Inc., 6 River Bend, P. O. Box 4949, Stamford, Conn. 06907-0949. 203-358-9900. And 12 E. 44th St., Fourth Floor, New York, N.Y. 10017. 212-972-6300.

Hanson Publishing Group, Inc., is an affiliate of Cowles Media Company. Other affiliated publications are Catalog Age, Inside Print, Catalog Product News and Publishing News.

Subscriptions: U.S.—1 year (12 issues), $64; 2 years (24 issues), $102; 3 years (36 issues), $134. Canada and Mexico—1 year (12 issues), $77; 2 years (24 issues), $125; 3 years (36 issues), $171. Foreign (air only)—1 year (12 issues), $136; 2 years (24 issues), $256; 3 years (36 issues), $364. Single copies of most past issues of FOLIO: are available prepaid at $8 per copy. Single copies of special issues cost more.

Postmaster: Please send address changes to FOLIO:, P. O. Box 4949, Stamford, Conn. 06907-0949.

ISSN 0046-4333. Second class postage paid at Stamford, Conn., and additional entry points.

ABP ABC MPA

Most U.S. publishers won't get burned by Canada's ban on cigarette ads

Although Canada now bans all forms of cigarette and tobacco advertising, most U.S. publishers who distribute in Canada won't be affected: The ruling applies only to magazines printed north of the border. Ironically, the two largest carriers of tobacco ads in Canada—*Sports Illustrated* and *People*—are both immune to the new law, observes a Canadian publishing executive. But, *Time Canada*, printed in Canada to save postage costs, will see $436,000 in cigarette ad revenue go up in smoke. *Newsweek*, which also prints copies in Canada, is currently assessing the damage, while the Canadian edition of *Reader's Digest* remains unaffected because it never accepted cigarette ads anyway. Time Inc. will fight the law, says corporate spokesman Mike Luftman. The revenue loss—a relatively small problem for Time—isn't the issue; freedom of commercial expression is.

John Beni experiences *deja vu*

In many ways, it's like coming home, says John Beni of his new job as president and chief operating officer, Working Woman/McCall's Group, jointly owned by Dale Lang and Time Inc. Beni, you see, was one of the founders of Charter Publishing Company, which owned *McCall's*, *Redbook* and *Saturday Review* in the early 1960s. Under his guidance, *Redbook* enjoyed as many as 1,600 ad pages. Several of the folks he knew on that title are now directors at *McCall's*, he says. Others come from *Parents*, the Gruner + Jahr title that Beni ran for the past 10 years. Beni, former president of Gruner + Jahr, remains mum on his split with the German-based company, although published reports say that Beni was unenthusiastic about that company's plan to import the European title, *Prima*, for the U.S. market. Once Beni is in the operations spot at Working Woman/McCall's this fall (his Gruner + Jahr contract isn't up yet), Lang will devote more attention to new product development, says Beni.

If the British get this upset about a candy company takeover . . .

Do the British care as much about publishing as they do about chocolate? If they do, prepare for fireworks. A source tells FOLIO: that the business community began fretting when rumors circulated about the possibility of a foreign takeover of Reed International, which owns 25% of Britain's consumer and business magazine publishing. The British, it seems, are not keen on foreign owners, having raised "a great fuss" recently about a Swiss company (Nestle) taking over a British chocolate company (Rowntree). "If the British care so much about a small chocolate company, they may get very upset about a foreigner—particularly someone who doesn't speak English—taking over Reed. It might start a lot of talk about monopoly, and there could be legislation to limit outside ownership. There is such legislation in Germany."

Billboard says buying spree won't end with acquisition of *American Film*

The consumer movie market is perking up, with *Premiere*, barely a year old, and *Movie USA*, released last month *(see page 56)*. Enter Billboard Publications, Inc., with its June purchase of *American Film* from the American Film Institute. Billboard's overhaul of the 130,000 circulation title will no doubt heat up competition in the field. The redesigned product and its almost entirely new staff will be relocated from New York City to the West Coast. The purchase is part of Billboard's accelerated efforts to build an art, design and entertainment empire. In April, Billboard purchased *The Hollywood Reporter* and is looking at several other properties. Billboard already publishes *Back Stage*, *Musician* and *Billboard*.

Forecast: Advertisers and readers will spend $21.4 billion on magazines in 1992

Circulation dollars will continue to outpace ad sales dollars over the next five years, according to the "Five-year communications industry forecast" released by Veronis & Suhler, a media brokerage and investment banking firm. Gross expenditures on consumer magazines will grow to $17.7 billion in 1992, with circulation accounting for $10.2 billion. Moreover, circulation spending is projected to grow 11.2% annually over the next five years, but advertising will grow only 6.3%. Business titles will lag behind, growing at an annual rate of 5.9%. Advertising, the only revenue stream for many business titles, is expected to reach $3.3 billion in 1992; circulation spending will be $400 million.

Magazines outpaced [illegible] media spending outlook

	Annual growth rate 1987-1992	Projected spending in 1992
Home video	15.2%	$13.0 billion
Business info. services	12.0	11.6
Broadcasting	10.9	52.1
Newspapers	10.0	60.9
Books	9.4	18.1
Consumer magazines	9.0	17.7
Business magazines	5.9	3.7

necessity of getting a variety of people," he says, "will be the magazines that will be around in 2050."

Twenty years ago, the trade press employed few women, notes H. L. Stevenson, corporate editor, Crain Communications. "That's changed dramatically, and I think we'll see more minorities too, if people make the effort to find them."

Newspapers are well ahead of magazines in making that effort. Currently, minorities represent about 7 percent of newsroom employees, and work force diversity was a central focus at a recent meeting of the American Newspaper Publishers Association.

By contrast, a recent study of business publishers, conducted by Kathleen Andres of the University of Akron, indicated that 2.2 percent of 374 editorial employees responding to a demographic survey were from minority groups—three blacks, four hispanics and one Asian. The spring 1988 issue of *Journalism Educator* reports that only 18 blacks, two hispanics and two Asians graduated with degrees in magazine journalism last year. On the other hand, 189 blacks obtained degrees in news-editorial writing.

Interviews with black magazine editors, personnel directors, editorial directors and journalism educators suggested two key reasons for the lack of minorities in the magazine industry:

- Only a few large companies, such as Time Inc. and Crain Communications, make strong efforts to recruit qualified minorities. At most magazines, minorities are not unwelcome, but they are not encouraged.
- The absence of minority representation tends to discourage other minorities from entering the field.

In some cases, money may also be a factor, according to Caroline Dow, professor of journalism at the University of Evansville in Indiana. "For the skill level that magazines ask for," she says, "minorities can be paid three times as much in the business world."

'A white business'

Marcia Ann Gillespie, executive editor of *Ms.* and former editor in chief of *Essence*, claims she and Audreen Ballard, executive editor of *Lear's*, are the only two blacks in major positions at nonblack consumer magazines.

"When I left *Essence*," she says, "I decided that it was highly unlikely that I would be offered an editor in chief position, unless it was at a black magazine. I'm qualified to be editor at any book. But this is a white business."

Gillespie believes that only an active recruitment effort by publishers will overcome the uncertainty many blacks feel about an industry that employs so few minorities. She entered the magazine business only because Time Inc. recruited her after she graduated from college in 1966.

The emergence of black magazines in the 1970s, she says, encouraged the hope that mainstream magazines would look seriously at blacks. "But," she says, "it hasn't happened.

"It's not that it's a conspiracy or a cabal," she says. "It's just become an issue that is not consciously recognized, or not recognized as a major problem."

Reaching out

Black journalists have also met with frustration in business publications. Ingrid Sturgis, copy editor for the Middletown, New York, *Times Herald-Record*, worked six months at business publisher Gralla Publications. There, she says, she was the only black at the associate editor level or higher at any of the 22 publications.

Gralla editorial director Howard Rauch admits that, until this year, most of the company's recruitment was done through classified ads. In recent months, however, Gralla has been visiting colleges and talking with journalism students about opportunities at the company.

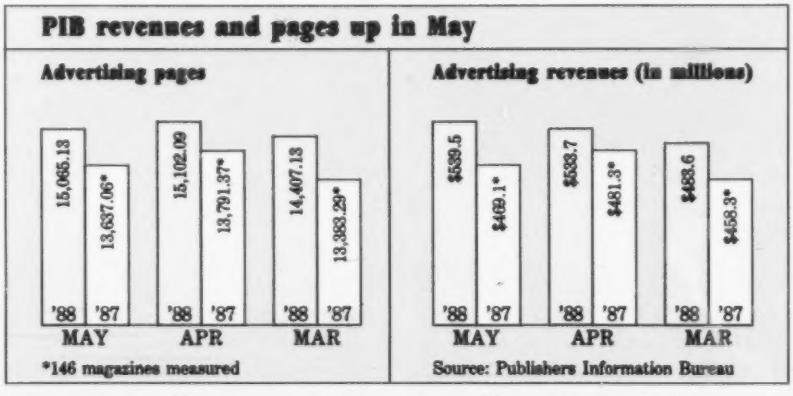
"I personally met with several black students and encouraged them to visit us," he notes. "I hope they take me up on that invitation."

Reaching out to students proved successful at Crain Communications, Inc. In the past year, the company has boosted the number of minority reporters from three to seven, and the number of editorial assistants from five to 10. "We've tried to make ourselves more visible on college campuses and at minority job fairs sponsored by newspaper publishers," says Stevenson. The only other magazine companies attending the fairs, he claims, have been Time Inc., *Newsweek* and McGraw-Hill.

Crain has also received tips on qualified applicants from the National Association of Black Journalists.

Neither the Magazine Publishers of America (MPA) nor the Association of Business Publishers (ABP), to date, have official policies regarding minority recruitment or employment. Both, however, have summer intern programs that offer opportunities to minorities. The MPA, through the American Society of Magazine Editors (ASME), has placed 63 students in positions this year, including three blacks and three Asians. The ABP, through its Business Press Education Foundation (BPEF), has named 27 students to its program, three of them black, two hispanic and two Asian.

Robert Kenyon, executive director of ASME, says that "we have never been called upon to play a role" in recruiting minorities, although "we welcome minorities who come into the field." *Fortune* managing editor Marshall Loeb, ASME's new president, says he is addressing minority representation. He asserts, however, that "I am absolutely certain that discrimination does not exist" in the industry.—*M.G.*



***Ad revenues in May were up** 13.6 percent over May 1987. Year-to-date revenue is $2.4 billion, up 11.8 percent over last year. Pages for May were up 5.8 percent; the year-to-date total, 68,290.36, is up 5.6 percent.*

Large ads, run frequently, boost reader response

McGraw-Hill Research offers further support that larger ads, and those run with greater frequency, have greater impact on readers.

Four-color spreads attract more than twice the attention given four-color, two-thirds page ads, states the recent report from McGraw-Hill's Laboratory of Advertising Performance (LAP). Full-page ads pulled one-and-one-half times more attention than the two-thirds page test index.

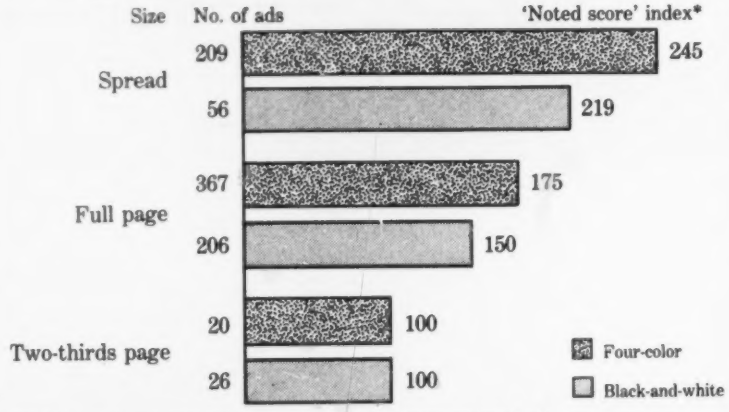
Black-and-white ads produced similar results. Readers were also much more likely to read some or most of the written material in larger ads.

The findings came from an analysis of 884 ads appearing in the Industrial Technology edition of *Business Week*. The study was conducted over two years, among a representative sample of 150 readers of each issue.

A second LAP study found that the same full-page, four-color ad run 13 times in *Architectural Record* continued to pull strong reader response with each repeated insertion. In fact, in five of the first six repeat insertions, the ad generated more inquiries than did the initial insertion. Reader response in the second half of the campaign never dipped below 80 percent of the initial response.

McGraw-Hill tracked response from July 1986 through October 1987.□

Color spreads draw greatest attention



*'Noted score' represents percentage of readers who remembered ads 2/3 page is indexed at 100

Source: Laboratory of Advertising Performance/McGraw-Hill Research

***Whether black-and-white** or four-color, two-page spreads earn more than twice the reader attention of two-thirds page ads.*

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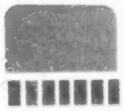
FOLIO:'s 1988

Editorial salary survey

It's been said that those in editorial work for the glory, not for money. This year's salary survey, which tracks salary by title, region, sex and more, suggests they can have both

BY ROBERT M. STEED



MICHELLE REEH

The editorial employees who responded to FOLIO:'s fourth annual compensation survey have a deep commitment to the editorial product, whether they've been in the business one year or 30, and whether they make $15,000 or $150,000. They derive great satisfaction from their ability to communicate with and influence their audience.

However, one respondent took issue with the frequently expressed view that editors are satisfied with the psychological rewards of the profession and "don't work for the money." Of course they do. And our survey provides insights into the salary and total compensation levels that their talent and dedication can earn, as well as into the main factors, other than their individual contributions, that can affect their earnings.

Some of the more significant general findings from the responses of over 550 editorial and art professionals working on consumer and business publications are as follows:

• Experience pays. There is a clear, steady correlation, across all job titles, between length of time in editorial and compensation.

• Size counts. There is also a correlation between the size of the magazine and compensation—but the differences are significant only for very large magazines. For example, in general there are relatively gradual increases in pay as circulation rises—until it hits 500,000 plus, where pay jumps sharply.

• Women continue to earn less than their male counterparts—from a low of 66 percent of men's salaries for editorial management to a high of 88 percent for managing editors. And in every job category, the difference in pay is larger on business magazines than on consumer magazines.

• The salaries of people who receive a bonus are higher, surprisingly, than their counterparts who do not.

• Editorial employees on weeklies and biweeklies almost always earn substantially more than those who work on magazines with other frequencies.

The differences in average compensation among the four editorial job titles (other than art director) are fairly small. Salaries for those in editorial management positions average only 38 percent more than salaries for editors—who earn 16 percent more than managing editors—who earn 10 percent more than senior/associate editors. This compression may be an indication that editorial employees tend to be paid more on the basis of their contribution and creativity than their titles.

Further, the ratio between the highest and lowest paid people in most job categories is relatively small. The top one-third of editorial management respondents earn about 3.5 times the bottom one-third; but in all other categories the top one-third earn only between 2.1 and 2.5 times what the bottom one-third earn. This fairly narrow spread may be a further indication that individual performance has a stronger impact on pay than organizational factors.

Editorial management

The editorial management category is the top editorial job in the company or magazine. It is the only job category where there is significant difference by type of magazine, with editorial managers on business maga-

---

Robert M. Steed is managing director of Human Resource Services, Inc., a Manhattan-based firm providing a broad range of consulting services, including executive search, to the communications, consumer packaged goods and financial services industries. Before joining HRS, he was vice president and director of personnel of Time Inc.

The regions have been divided as follows:

■ Western ☐ South Atlantic/Central ■ Northeast

zines earning 15.5 percent more than their consumer magazine counterparts.

This anomaly results from seven respondents working on consumer magazines who had three years or less experience, and who average only $20,829 in salary. If they were to be excluded from the data, salaries for editorial managers on business magazines would be only 2.5 percent higher than for those on consumer magazines.

Salaries are highest in the Northeast, which is true throughout all job titles. Interestingly, however, total compensation is highest in the West, reflecting sizable bonus payments to respondents in that region.

Experience is less of a factor in this category than in other job categories. Editorial managers with four to 10 years in the business earn only 25 percent less than those with 11 to 20 years or those with more than 20.

Women managers earn only 66 percent of what their male counterparts earn; and those on business magazines earn only 62 percent. Because this survey can examine only one variable at a time (see box), it is not possible to determine to what extent, if any, this outcome is a result of factors other than sex—for example, the size or frequency of the magazines female respondents work on or the length of time they have worked in editorial.

The impact of bonus eligibility is especially striking among editorial management. Those who receive bonuses are paid salaries 35 percent higher than those who don't; and their total compensation is 63 percent higher. Because bonuses are paid in roughly similar proportions without regard to the size of the magazine, it would appear that higher salaries in bonus-paying companies result from differences in compensation philosophy between those companies that pay bonuses and those that don't—or perhaps from differences in their profitability.

The size of the magazine is clearly correlated with salary. The best indicator is size of the editorial department. Editorial managers who supervise six to 10 people are paid an average of $69,478, versus about $46,000 to $49,000 for those with smaller staffs; and those with staffs of more than 10 people earn $89,400. Although circulation size has some impact, it is not as dramatic, except for consumer magazines with circulations over 500,000. Another measure of size—number of editorial pages—also generally correlates with salary; although, oddly, business magazines with the smallest number of pages pay the largest salaries.

Frequency is another clear indicator, with managers on weekly/biweekly magazines earning salaries averaging $83,643, sharply higher than the average salary for managers on monthlies ($58,313) or magazines with other frequencies ($46,138).

Editor

Most of the patterns seen in the data on editorial management are repeated among editors. Once again, the Northeast is the place to work; editors there earn salaries over 20 percent higher than salaries for those in other regions. The South Atlantic/Central region is second among business editors, and the West is second among those on consumer magazines. As with editorial management, editors on weeklies and biweeklies earn substantially more than their counterparts on magazines with other frequencies.

Although female editors still earn

Using the numbers

It is important to use the salary information in this survey cautiously. In many instances there were not enough respondents in certain cells to allow valid conclusions to be reached. For this reason, FOLIO: is publishing the number of respondents in each cell (shown in parentheses). In addition, not all respondents answered all questions. Therefore, the total number of respondents in the "average" column of a chart is not necessarily the sum of the subcategories.

The survey also examines only one variable at a time. For example, editors in the Northeast earn higher salaries than their peers in other regions—but are those in the Northeast who participated in the survey working on larger magazines? Are they the ones with the most experience? The survey methodology does not enable these multiple variables to be analyzed.

One should be extremely cautious about comparing the data in this survey with data from prior years. Those who responded to this survey may well come from a different mix of magazines—especially related to size—than respondents to prior surveys. Comparisons are thus best made not on the broad averages, but on the more detailed breakdowns by magazine size, respondents' experience, and the like. Last, for the first time, FOLIO: is combining salary and bonus for those reporting both types of compensation in order to give a truer picture of total compensation for editorial personnel.

less than male editors, the ratio is 81 percent, versus 66 percent for editorial management. And although editors who receive a bonus are paid higher salaries than those who don't, the difference averages only $3,000, as opposed to $17,500 for editorial management; and the total compensation of editors receiving bonuses is only $10,000 higher than the total compensation of those who receive no bonus, versus the difference of $28,000 plus for those in editorial management.

The impact of experience on salary levels is very clear. Editors in the business three years or less earn $27,147; and salary marches steadily up, with those having more than 20 years' experience earning $61,080. The total compensation data show the same trend.

> "The chance to mesh the demands of the marketplace with the demands of creative personnel is what I enjoy."
>
> —Editorial manager in the West, earning a salary and bonus of roughly $20,000.

Size of the magazine remains a good indicator of compensation, but it seems to have a truly significant impact only at the very largest magazines. For example:

- Salary moves slowly upward from $31,906 for editors who supervise no other employees to $49,201 for those supervising six to 10 people. It then leaps to $76,762 for those with a staff of 10 or more.
- Editors on magazines with 500,000 or more in circulation average $75,813 in salary; those on smaller magazines average between $32,133 and $46,825.
- Magazines with 1,000 or more editorial pages pay their editors significantly more than magazines with fewer pages.

Managing editor

Although the patterns described for editors also apply to the managing editors who responded to FOLIO:'s survey, the differences in compensation

Editorial management

(Editor and publisher, editor in chief, editorial director) Sets editorial policy. May hold other titles; may be in charge of other products and other departments in addition to editorial. The editor reports to this individual.

Average salaries (The number of respondents is in parentheses.)		% increase from '87 to '88
All respondents	$58,774 (109)	8.0%
Business	62,291 (66)	7.1
Consumer	53,922 (41)	9.8
Top one-third	$95,839 (36)	
Middle one-third	53,711 (36)	
Bottom one-third	27,638 (37)	

	Average	Average business	Average consumer
By region:			
Northeast	$64,528 (44)	$69,477 (33)	$49,682 (11)
South Atlantic/Central	53,504 (44)	51,591 (22)	56,740 (20)
Western	57,762 (21)	62,136 (11)	52,950 (10)
By sex:			
Male	$65,267 (77)	$68,543 (50)	$59,200 (27)
Female	43,152 (32)	42,756 (16)	43,743 (14)
By years in editorial:			
Up to 3	$20,829 (7)	$ 0 (0)	$20,829 (7)
4-10	52,788 (35)	52,101 (21)	53,469 (13)
11-20	65,784 (45)	67,324 (29)	65,460 (15)
More than 20	66,032 (22)	66,544 (16)	64,667 (6)
Eligible for bonus/incentive:			
Yes	$66,787 (59)	$70,969 (38)	$59,219 (21)
No	49,319 (50)	50,514 (28)	48,360 (20)
By no. of editorial employees supervised:			
None	$45,622 (7)	$ 0 (0)	$43,500 (6)
One	48,938 (13)	63,656 (9)	15,825 (4)
2-5	45,835 (47)	50,174 (30)	38,938 (16)
6-10	69,478 (23)	67,393 (14)	72,722 (9)
More than 10	89,400 (19)	83,815 (13)	101,500 (6)
By circulation:†			
Up to 19,999	$53,229 (21)	$59,271 (14)	$41,143 (7)
20,000-49,999	48,893 (30)	54,571 (21)	36,850 (8)
50,000-99,999	63,608 (19)	65,473 (11)	61,429 (7)
100,000-499,999	65,198 (32)	70,770 (16)	59,625 (16)
500,000 and more	75,271 (7)	70,725 (4)	81,333 (3)
By frequency:†			
Weekly/biweekly	$83,643 (14)	$85,091 (11)	$78,333 (3)
Monthly	58,313 (70)	57,507 (45)	61,171 (24)
Other	46,138 (25)	58,740 (10)	36,264 (14)
By average editorial pages produced annually:†			
Up to 499	$52,588 (32)	$72,340 (15)	$35,159 (17)
500-999	57,827 (41)	55,577 (25)	63,700 (15)
1,000 and more	67,509 (32)	65,335 (23)	73,067 (9)

†Refers to the largest circulation magazine on which respondent works

levels are smaller. For instance, the salaries of those who receive a bonus average only $2,000 more than those who don't. And women earn 88 percent of the salaries of men—and are virtually on a par with them in consumer magazines.

Experience continues to pay off. Managing editors with more than 10 years in the business earn salaries that are 62 percent higher than those with three years or less. Being in the Northeast helps, too; managing editors there earn salaries of $39,731, versus $34,812 in the South Atlantic/Central and $31,055 in the West.

> "It's the constant variety and stress that appeals to me. (I think I am a stress junkie sometimes.) It's like making something new and alive every month. Every time I see a new issue, I forget the gestation and labor."
>
> —Editor in the Midwest, earning salary in the low forties, working on a monthly business magazine.

[redacted]

Size of the magazine, measured either by the number of employees supervised or by circulation, also correlates directly with salary. Again, the differences are modest, though steady, at the lower end and then show a quantum leap in the largest magazines. Thus, managing editors who supervise zero to five employees earn between $24,128 and $33,160; those who supervise more than five earn over $50,000. Further, those on magazines with circulations up to 500,000 range from $27,132 to $38,674, while managing editors on magazines with circulations over 500,000 average $55,348.

Publishing frequency does not seem to make much difference in the pay of managing editors. Those on weeklies and biweeklies earn only slightly more than their counterparts on magazines publishing at other frequencies. Number of editorial pages produced remains a good indicator of

Editor

Responsible for editorial direction and content, including art, text and cover of one or more magazines.

Average salaries (The number of respondents is in parentheses.)			% increase from '87 to '88
All respondents	[redacted]	$42,505 (137)	12.1%
Business	[redacted]	43,738 (72)	14.0
Consumer	[redacted]	42,690 (56)	9.1
Top one-third	[redacted]	$64,384 (45)	
Middle one-third	[redacted]	38,541 (46)	
Bottom one-third	[redacted]	25,064 (46)	

	Average	Average -business	Average consumer
By region:			
Northeast	$47,847 (55)	$48,009 (32)	$49,252 (21)
South Atlantic/Central	38,697 (59)	41,359 (29)	36,858 (26)
Western	39,499 (23)	37,586 (11)	44,225 (9)
By sex:			
Male	$45,817 (83)	$47,916 (41)	$45,320 (37)
Female	37,026 (53)	37,552 (30)	37,568 (19)
By years in editorial:			
Up to 3	$27,147 (17)	$29,833 (6)	$26,563 (8)
4-10	37,397 (59)	36,859 (34)	39,487 (23)
11-20	47,590 (39)	46,667 (18)	49,860 (17)
More than 20	61,080 (20)	63,600 (13)	56,400 (7)
Eligible for bonus/incentive:			
Yes	$44,651 (54)	$46,050 (29)	$43,535 (23)
No	41,850 (80)	42,587 (42)	42,666 (32)
By no. of editorial employees supervised:			
None	$31,906 (16)	$33,571 (7)	$32,500 (7)
One	34,606 (25)	31,722 (12)	38,290 (12)
2-5	36,999 (61)	39,345 (33)	34,006 (22)
6-10	49,201 (18)	47,640 (8)	50,450 (10)
More than 10	76,762 (17)	71,163 (12)	90,200 (5)
By circulation:†			
Up to 19,999	$32,133 (26)	$33,355 (21)	$30,000 (4)
20,000-49,999	36,385 (37)	41,095 (20)	30,996 (16)
50,000-99,999	44,182 (21)	49,839 (9)	39,928 (10)
100,000-499,999	46,825 (45)	54,201 (21)	42,574 (19)
500,000 and more	75,813 (8)	40,000 (1)	80,929 (7)
By frequency:†			
Weekly/biweekly	$62,574 (19)	$58,107 (14)	$100,333 (3)
Monthly	41,377 (90)	41,470 (46)	41,151 (42)
Other	32,511 (28)	35,668 (12)	32,845 (11)
By average editorial pages produced annually:†			
Up to 499	$35,289 (50)	$34,934 (25)	$37,306 (20)
500-999	38,321 (46)	36,422 (22)	40,848 (23)
1,000 and more	57,969 (36)	60,023 (22)	59,091 (11)

†Refers to the largest circulation magazine on which respondent works

Managing editor

Coordinates editorial, art and production departments to ensure that the magazine is put out on time and in an acceptable form. Oversees the copy editing and proofreading staff to make sure the magazine is factually and grammatically correct.

Average salaries (The number of respondents is in parentheses.)		% increase from '87 to '88
All respondents	$36,526 (124)	9.4%
Business	36,097 (65)	10.9
Consumer	37,017 (53)	8.3
Top one-third	$52,505 (41)	
Middle one-third	33,858 (41)	
Bottom one-third	23,531 (42)	

	Average	Average business	Average consumer
By region:			
Northeast	$39,731 (60)	$39,589 (31)	$40,324 (25)
South Atlantic/Central	34,812 (42)	33,282 (26)	37,449 (14)
Western	31,055 (22)	31,713 (8)	30,679 (14)
By sex:			
Male	$39,237 (51)	$40,606 (26)	$37,288 (22)
Female	34,632 (73)	33,091 (39)	36,825 (31)
By years in editorial:			
Up to 3	$28,236 (23)	$26,650 (12)	$26,962 (10)
4-10	35,548 (66)	35,832 (36)	35,848 (28)
More than 10	45,927 (32)	44,222 (16)	50,279 (13)
Eligible for bonus/incentive:			
Yes	$37,721 (58)	$37,151 (29)	$39,183 (27)
No	35,621 (65)	35,248 (36)	35,118 (25)
By no. of editorial employees supervised:			
None	$24,128 (14)	$25,100 (8)	$22,198 (5)
One	30,224 (23)	31,579 (12)	27,356 (9)
2-5	33,160 (54)	34,720 (27)	31,527 (25)
6-10	50,405 (22)	41,417 (12)	61,322 (9)
More than 10	54,753 (10)	56,580 (5)	52,925 (5)
By circulation:†			
Up to 19,999	$27,132 (11)	$25,272 (9)	$ 0 (0)
20,000-49,999	30,529 (34)	32,192 (24)	25,361 (8)
50,000-99,999	34,811 (19)	35,690 (10)	33,833 (9)
100,000-499,999	38,674 (45)	44,635 (21)	32,522 (22)
500,000 and more	55,348 (13)	52,000 (1)	55,627 (12)
By frequency:†			
Weekly/biweekly	$38,485 (13)	$39,238 (8)	$37,225 (4)
Monthly	36,857 (72)	35,840 (43)	38,365 (29)
Other	35,260 (39)	35,089 (14)	35,020 (20)
By average editorial pages produced annually:†			
Up to 499	$31,242 (37)	$29,392 (18)	$33,877 (17)
500-999	36,098 (51)	36,173 (28)	35,908 (20)
1,000 and more	43,808 (30)	44,136 (14)	42,422 (15)

†Refers to the largest circulation magazine on which respondent works

salary; managing editors on magazines with 1,000 or more pages annually receive an average salary of $43,808, while those with under 500 are paid $31,242.

Senior/associate editor

For this job category, the clearest correlation to salary lies in length of service in the industry. Those who are just starting out average $21,756, while those with 20 plus years of experience average $50,150, and the progression between is very steady.

As with all other titles, the Northeast is the place to be, with salaries there about $4,500 more than in the South Atlantic/Central regions, and almost $7,500 more than in the West. And the compensation of women continues to lag; their salaries are only 76 percent of the salaries of men who are senior/associate editors.

> "The problem solving and the satisfaction in producing a well-written, well-printed publication that is warmly and enthusiastically praised by the subscribers make my job worthwhile."
>
> —Managing editor in the Northeast with 20 years' experience, earning roughly $30,000 in salary.

The size of the magazine makes little difference in this job category, unless the individual has supervisory responsibility for five or more employees—in which case salary is virtually double that of people supervising fewer people or none. Weeklies and biweeklies pay more in this category too—as do magazines with 1,000 or more editorial pages.

But, as opposed to every other job category, there is no relationship between salary and circulation. Senior/associate editors working on magazines with under 20,000 in circulation earn more than those working at magazines with circulations between

20,000 and 100,000; and those working at magazines with circulations between 100,000 and 500,000 have the highest average salary.

Art director

Although art directors are in a different discipline from the editorial employees discussed to this point, their compensation appears to be determined by the same factors. Thus, art directors in the Northeast earn substantially more than those in other parts of the country; female art directors earn 87 percent of what their male counterparts earn; and the salary of art directors who receive a bonus is almost $4,500 more than those who don't.

Experience once again provides the most consistent correlation to salary, moving steadily up from $24,897 for those just entering the field to $44,199 for those with over 10 years in the business. Size of the magazine appears to have an impact only at the largest magazines. Salary averages $60,600 for those who supervise more than five people, but only between $28,749 and $36,615 for those with less supervisory responsibility. The same sizable jump occurs for art directors on magazines with over 500,000 in circulation, who earn $50,635 compared with $27,789 to $36,356 for those on smaller magazines.

On the other hand, neither frequency nor number of pages seems to have an appreciable impact on salary. Art directors on monthlies earn about the same salary as those working on weeklies and biweeklies; and those on

"I get a feeling of power and influence, and the ability to see tangible results of my efforts. I enjoy freedom that most other white collar workers, especially those under 30, only dream of."

—Senior/associate editor in the Northeast working on a weekly business magazine, earning more than $30,000 in salary.

Senior/associate editor

Plans and writes features and other articles. May head editorial feature department and may oversee other editorial employees, freelance writers and designers. Keeps abreast of trends and news; is responsible for all editorial work in assigned subject area.

Average salaries (The number of respondents is in parentheses.)			% increase from '87 to '88
All respondents		$33,499 (96)	7.0%
Business		34,110 (52)	6.3
Consumer		32,790 (42)	8.0
Top one-third		$49,427 (32)	
Middle one-third		30,368 (32)	
Bottom one-third		20,701 (32)	

	Average	Average business	Average consumer
By region:			
Northeast	$36,753 (38)	$36,237 (19)	$37,831 (17)
South Atlantic/Central	32,119 (42)	33,554 (28)	29,249 (14)
Western	29,392 (16)	29,140 (5)	29,506 (11)
By sex:			
Male	$38,488 (45)	$41,311 (22)	$35,823 (22)
Female	29,097 (51)	28,829 (30)	29,454 (20)
By years in editorial:			
Up to 3	$21,756 (20)	$23,813 (8)	$20,385 (12)
4-10	30,654 (39)	30,310 (24)	31,290 (14)
11-20	40,338 (26)	35,606 (12)	44,393 (14)
More than 20	50,150 (10)	53,563 (8)	36,500 (2)
Eligible for bonus/incentive:			
Yes	$34,325 (41)	$33,710 (22)	$35,038 (19)
No	32,145 (52)	33,575 (28)	30,293 (22)
By no. of editorial employees supervised:			
None	$30,575 (56)	$32,695 (31)	$27,653 (24)
One	27,978 (15)	25,964 (9)	31,000 (6)
2-5	36,528 (18)	43,778 (9)	29,188 (8)
More than 5	60,929 (7)	44,167 (3)	73,500 (4)
By circulation:†			
Up to 19,999	$31,727 (11)	$34,222 (9)	$20,500 (2)
20,000-49,999	24,693 (15)	28,489 (9)	19,000 (6)
50,000-99,999	29,444 (18)	30,400 (10)	27,286 (7)
100,000-499,999	38,136 (36)	38,060 (22)	38,255 (14)
500,000 and more	36,640 (15)	24,000 (1)	38,124 (13)
By frequency:†			
Weekly/biweekly	$42,844 (16)	$41,250 (14)	$54,000 (2)
Monthly	31,704 (63)	30,304 (30)	33,069 (32)
Other	31,357 (17)	35,888 (8)	26,371 (8)
By average editorial pages produced annually:†			
Up to 499	$27,824 (23)	$27,615 (12)	$27,064 (9)
500-999	33,314 (37)	35,028 (18)	31,689 (19)
1,000 and more	37,773 (28)	38,619 (18)	36,250 (10)

†Refers to the largest circulation magazine on which respondent works

Art director

Oversees all editorial art and design work for the magazine. Oversees art production. Also heads photography and illustration.

Average salaries (The number of respondents is in parentheses.)		% increase from '87 to '88
All respondents	$34,740 (87)	7.6%
Business	35,301 (52)	8.4
Consumer	33,907 (35)	6.3
Top one-third	$48,852 (29)	
Middle one-third	32,603 (29)	
Bottom one-third	22,767 (29)	

	Average	Average business	Average consumer
By region:			
Northeast	$38,047 (37)	$38,878 (27)	$35,804 (10)
South Atlantic/Central	30,696 (29)	31,388 (18)	29,564 (11)
Western	34,500 (21)	31,571 (7)	35,964 (14)
By sex:			
Male	$37,371 (41)	$39,568 (22)	$34,826 (19)
Female	32,396 (46)	32,173 (30)	32,815 (16)
By years in art:			
Up to 3	$24,897 (19)	$24,944 (9)	$24,854 (10)
4-10	34,919 (42)	35,388 (24)	34,294 (18)
More than 10	44,199 (22)	41,617 (16)	51,083 (6)
Eligible for bonus/incentive:			
Yes	$37,147 (41)	$35,452 (25)	$39,796 (16)
No	32,595 (46)	35,162 (27)	28,947 (19)
By no. of design/art employees supervised:			
None	$28,749 (19)	$31,530 (10)	$25,660 (9)
One	31,272 (25)	33,038 (13)	29,358 (12)
2-5	36,615 (38)	36,514 (27)	36,864 (11)
More than 5	60,600 (5)	52,500 (2)	66,000 (3)
By circulation:†			
Up to 19,999	$31,571 (7)	$31,571 (7)	$ 0 (0)
20,000-49,999	27,789 (19)	30,409 (11)	24,188 (8)
50,000-99,999	36,356 (16)	40,300 (10)	29,783 (6)
100,000-499,999	36,321 (41)	35,964 (23)	36,778 (18)
500,000 and more	50,635 (4)	50,000 (1)	50,847 (3)
By frequency:†			
Weekly/biweekly	$36,578 (16)	$37,973 (11)	$33,508 (5)
Monthly	35,210 (56)	35,069 (36)	35,465 (20)
Other	30,743 (14)	30,125 (4)	30,990 (10)
By average editorial pages produced annually:†			
Up to 499	$34,556 (12)	$34,147 (8)	$35,375 (4)
500-999	36,533 (39)	36,557 (23)	36,500 (16)
1,000 and more	34,883 (27)	35,813 (16)	33,531 (11)

†Refers to the largest circulation magazine on which respondent works

magazines with 500 to 1,000 editorial pages earn slightly more than those on either smaller or larger magazines.

Bonus/incentive payments

Because a number of editorial employees receive bonus or incentive payments, FOLIO: has included two additional charts, one showing the total compensation—salary plus bonus/incentive—for those who receive both, and the other showing the average annual bonus/incentive payment. Although the total compensation numbers are, naturally, higher than those for salary alone, the key determinants and relationships—*i.e.*, experience, frequency, circulation size (especially over 500,000), supervisory responsibility and, unfortunately, sex—remain generally the same.

> "The rhythm of steady deadlines (such as they are!), long-term relationships, both of these have it all over working for an advertising studio."
>
> —Art director in the Northeast, with almost 10 years' experience, earning salary in the low thirties.

Bonuses are paid to 38 percent of the editors in this survey, 42 percent of the senior/associate editors, 46 percent of the managing editors and art directors, and 53 percent of those in editorial management. Editorial employees on weeklies and biweeklies are somewhat more likely to receive bonuses than are their counterparts on other magazines. But bonuses are not paid just at large magazines. Indeed, within each job category, bonuses appear to be paid in roughly similar proportions in most of the breakdowns of the data by magazine size. Thus, the existence of bonus programs would appear to be largely a function of compensation philosophy and, probably, profitability.

More than psychological rewards

But whether editorial employees are paid a bonus or not, whether they are just starting an editorial career or

have several decades of experience, whether they work for small magazines or one of the industry giants—the data in this survey demonstrate that, with perseverance and skill, talent and energy, they can reap more than just the psychological rewards that come from creation of the editorial product. They can also earn good money that reflects their contribution to publishing success.

Methodology

Six hundred four of the 1,145 editorial professionals who received questionnaires responded to FOLIO:'s fourth annual editorial salary survey, resulting in a response rate of 52.75 percent. Of the total responses, 559 contained sufficient information to be used for tabulation. The survey was conducted through two mailing efforts, one in January and one in February. Participants were asked to supply data reflecting 1988 earnings; if exact figures were unavailable, they were requested to estimate.

In some cases, respondents did not give an exact bonus figure, but gave an expected range instead. Here the mean was used for tabulation. For example, if an editorial professional indicated that his or her annual bonus would be between $10,000 and $12,000, the arithmetic mean of $11,000 was used as that respondent's expected bonus for the year.

The sample was evenly divided among the five categories of editorial professionals. Each category was also evenly divided between consumer and business publications. A job description has been included with each compensation chart. These descriptions were printed on the questionnaire; and respondents were asked to choose the description that most accurately reflected their duties.

Average annual total compensation*

	Editorial management	Editor	Managing editor	Senior/ associate editor	Art director
Receive bonus/incentive:					
Yes	$77,986 (57)	$52,522 (48)	$41,533 (56)	$38,068 (37)	$41,394 (37)
No	49,319 (50)	41,850 (80)	35,621 (65)	32,145 (52)	32,595 (46)
By magazine type:†					
Consumer	$69,823 (20)	$52,690 (20)	$43,794 (26)	$39,968 (17)	$46,885 (13)
Business	82,398 (37)	53,284 (26)	40,364 (28)	36,454 (20)	38,420 (24)
By region:					
Northeast	$80,184 (28)	$60,221 (22)	$44,463 (30)	$44,251 (16)	$46,273 (18)
South Atlantic/Central	66,422 (19)	42,168 (22)	42,531 (17)	33,007 (16)	31,103 (9)
Western	93,800 (10)	67,125 (4)	29,878 (9)	34,480 (5)	41,875 (10)
By sex:					
Male	$84,065 (44)	$57,589 (31)	$48,447 (23)	$43,945 (21)	$44,201 (18)
Female	57,410 (13)	43,282 (17)	36,714 (33)	30,355 (16)	38,736 (19)
By years in editorial:					
Up to 3	$27,025 (3)	$37,620 (5)	$31,052 (10)	$20,394 (8)	$31,600 (6)
4-10	78,613 (20)	40,095 (19)	41,251 (33)	35,421 (14)	38,485 (21)
11-20	81,383 (27)	57,493 (14)	51,703 (10)	47,358 (11)	53,600 (8)
More than 20	84,929 (7)	76,626 (10)	53,250 (2)	57,138 (4)	52,000 (1)
Responsible for:					
One magazine	$79,491 (36)	$56,486 (31)	$43,526 (41)	$40,225 (31)	$45,275 (14)
More than one magazine	75,405 (21)	45,294 (17)	36,083 (15)	26,927 (6)	39,032 (23)
By no. of editorial employees supervised:					
None	$65,000 (1)	$42,250 (4)	$21,713 (4)	$29,686 (18)	NA
One	99,033 (6)	32,726 (8)	29,617 (6)	29,146 (6)	NA
2-5	50,978 (24)	37,623 (16)	38,043 (28)	45,428 (9)	NA
6-10	85,271 (12)	55,500 (11)	48,871 (12)	65,820 (3)	NA
More than 10	109,946 (14)	97,533 (9)	68,271 (6)	93,000 (1)	NA
By circulation:†					
Up to 19,999	$75,791 (11)	$31,759 (7)	$29,690 (5)	$47,990 (4)	$42,938 (4)
20,000-49,999	69,329 (13)	44,388 (16)	32,235 (12)	27,920 (5)	36,886 (7)
50,000-99,999	80,000 (12)	57,460 (5)	41,588 (8)	32,967 (6)	35,823 (8)
100,000-499,999	82,289 (18)	54,623 (16)	44,202 (21)	38,267 (16)	41,341 (16)
500,000 and more	89,667 (3)	106,825 (4)	53,514 (9)	44,484 (6)	76,800 (2)
By frequency:†					
Weekly/biweekly	$106,125 (8)	$77,270 (10)	$43,586 (7)	$56,629 (7)	$43,890 (7)
Monthly	77,185 (38)	47,687 (34)	41,673 (33)	34,287 (25)	41,202 (27)
Other	60,286 (11)	31,750 (4)	40,344 (16)	30,990 (5)	37,300 (3)
By average editorial pages produced annually:†					
Up to 499	$87,088 (14)	$39,640 (15)	$33,311 (14)	$26,622 (8)	$34,500 (3)
500-999	72,671 (24)	47,232 (13)	42,317 (23)	40,882 (13)	44,961 (18)
1,000 and more	80,991 (17)	67,303 (18)	48,411 (17)	42,785 (14)	39,499 (14)

*Includes only individuals who reported receiving both salary and bonus; The number of respondents is in parentheses.
†Refers to the largest circulation magazine on which respondent works

Average annual bonus/incentive*

	Editorial management	Editor	Managing editor	Senior/ associate editor	Art director
Average bonus/incentive:	$10,430 (57)	$6,290 (48)	$3,599 (56)	$1,965 (37)	$2,556 (37)
By magazine type:†					
Consumer	$8,893 (20)	$6,325 (20)	$4,008 (26)	$2,396 (17)	$3,139 (13)
Business	11,268 (37)	6,458 (26)	3,315 (28)	1,598 (20)	2,241 (24)
By region:					
Northeast	$9,869 (28)	$8,078 (22)	$3,302 (30)	$2,431 (16)	$3,134 (18)
South Atlantic/Central	6,101 (19)	3,259 (22)	5,262 (17)	1,688 (16)	1,703 (9)
Western	20,250 (10)	13,125 (4)	1,444 (9)	1,360 (5)	2,285 (10)
By sex:					
Male	$11,114 (44)	$8,223 (31)	$5,950 (23)	$2,472 (21)	$2,867 (18)
Female	8,133 (13)	2,765 (17)	1,960 (33)	1,299 (16)	2,262 (19)
By years in editorial:					
Up to 3	$858 (3)	$1,520 (5)	$1,947 (10)	$1,254 (8)	$2,200 (6)
4-10	14,851 (20)	2,045 (19)	3,165 (33)	1,675 (14)	1,861 (21)
11-20	8,969 (27)	8,107 (14)	7,060 (10)	2,469 (11)	4,350 (8)
More than 20	7,571 (7)	14,196 (10)	2,750 (2)	3,013 (4)	4,500 (1)
Responsible for:					
One magazine	$12,201 (36)	$7,639 (31)	$4,066 (41)	$2,166 (31)	$3,004 (14)
More than one magazine	7,405 (21)	3,829 (17)	2,320 (15)	927 (6)	2,284 (23)
By no. of editorial employees supervised:					
None	$10,000 (1)	$2,000 (4)	$813 (4)	960 (18)	NA
One	26,917 (6)	1,794 (8)	1,750 (6)	1,850 (6)	NA
2-5	4,760 (24)	2,423 (16)	3,508 (28)	2,872 (9)	NA
6-10	10,646 (12)	4,182 (11)	2,546 (12)	4,153 (3)	NA
More than 10	12,946 (14)	21,644 (9)	9,833 (6)	6,000 (1)	NA
By circulation:†					
Up to 19,999	$16,855 (11)	$1,521 (7)	$1,190 (5)	$4,240 (4)	$1,938 (4)
20,000-49,999	7,598 (13)	2,638 (16)	1,843 (12)	820 (5)	1,957 (7)
50,000-99,999	9,292 (12)	12,060 (5)	2,400 (8)	1,800 (6)	2,486 (8)
100,000-499,999	10,393 (18)	6,966 (16)	5,864 (21)	1,659 (16)	2,385 (16)
500,000 and more	4,000 (3)	19,325 (4)	2,567 (9)	2,381 (6)	7,550 (2)
By frequency:†					
Weekly/biweekly	$13,375 (8)	$16,230 (10)	$2,386 (7)	$2,986 (7)	$2,533 (7)
Monthly	10,845 (38)	3,783 (34)	2,973 (33)	1,714 (25)	2,480 (27)
Other	6,877 (11)	2,750 (4)	5,419 (16)	1,790 (5)	3,300 (3)
By average editorial pages produced annually:†					
Up to 499	$16,230 (14)	$2,387 (15)	$1,679 (14)	$1,323 (8)	$2,500 (3)
500-999	9,470 (24)	3,504 (13)	4,385 (23)	2,220 (13)	2,784 (18)
1,000 and more	7,897 (17)	12,031 (18)	4,292 (17)	2,189 (14)	2,085 (14)

*The number of respondents is in parentheses
†Refers to the largest circulation magazine on which respondent works

"I create a living organism, which is an extension of my personality, each month, and in doing so, influence the thoughts and decisions of a small universe of business people desperately grasping for useful ideas."

—Editor in the Northeast with two years' experience, earning almost $25,000 in salary and bonus.